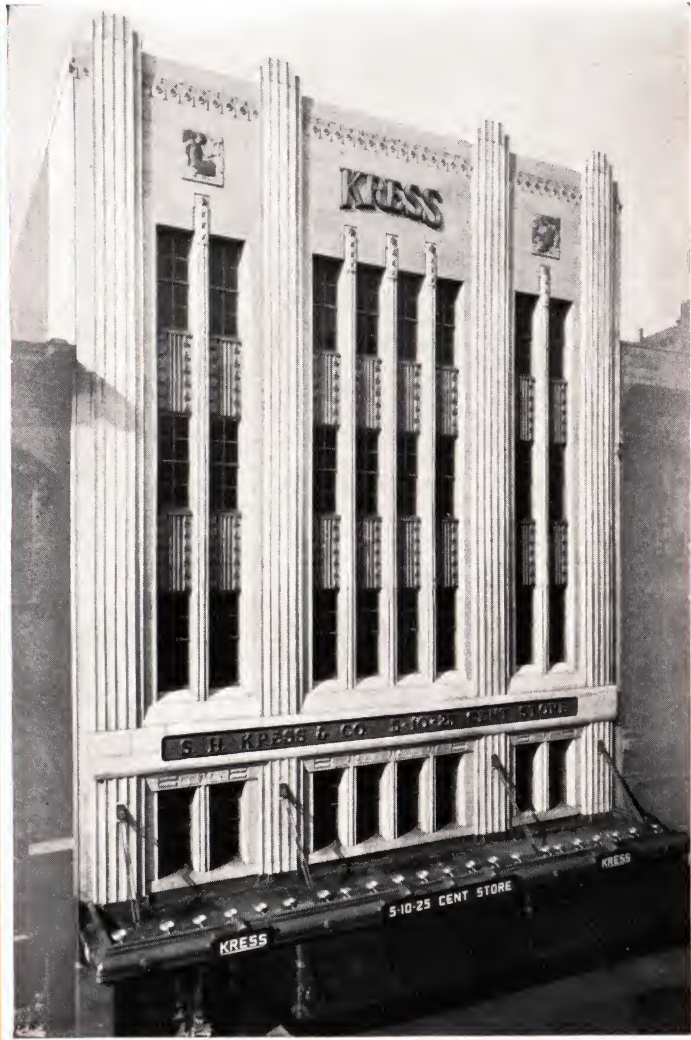


FEDERAL SEABOARD

$\frac{4}{26}$



ARCHITECTURAL
TERRA COTTA
AND
WALL ASHLAR



FEDERAL SEABOARD TERRA COTTA CORPORATION
10 EAST 40TH STREET • NEW YORK, N.Y.

FACTORIES

PERTH AMBOY, N.J.

~ WOODBRIDGE, N.J. ~

SOUTH AMBOY, N.J.



Terra Cotta Spandrels, Medical Arts Bldg.,
Cleveland, Ohio



Terra Cotta Spandrels, Bronx Co. Jail, N. Y.

FEDERAL SEABOARD ARCHITECTURAL TERRA COTTA

The Federal Seaboard Terra Cotta Corporation has manufacturing experience of almost half a century, with three large factories favorably located, properly organized and equipped with the most modern machinery for the economic production of Architectural Terra Cotta in the form now demanded by modern architecture.

A research department fully abreast of the requirements of the times is maintained. New and important developments are constantly under way.

Federal Seaboard Terra Cotta products are necessarily briefly described in the following pages. Full information, color samples, and specifications covering the various products will be promptly sent upon request.

The aesthetic and functional qualities required by modern architecture demand:

FORM

FORM Architectural feature or decoration is produced in plaster of Paris or clay models made by our Staff Artists or furnished by the purchaser. Photographs of decorative models are submitted to the Architect for approval or the models may be inspected at our factory. The reproductions are pressed in plaster of Paris moulds economically, particularly so when there is a substantial repetition of units.

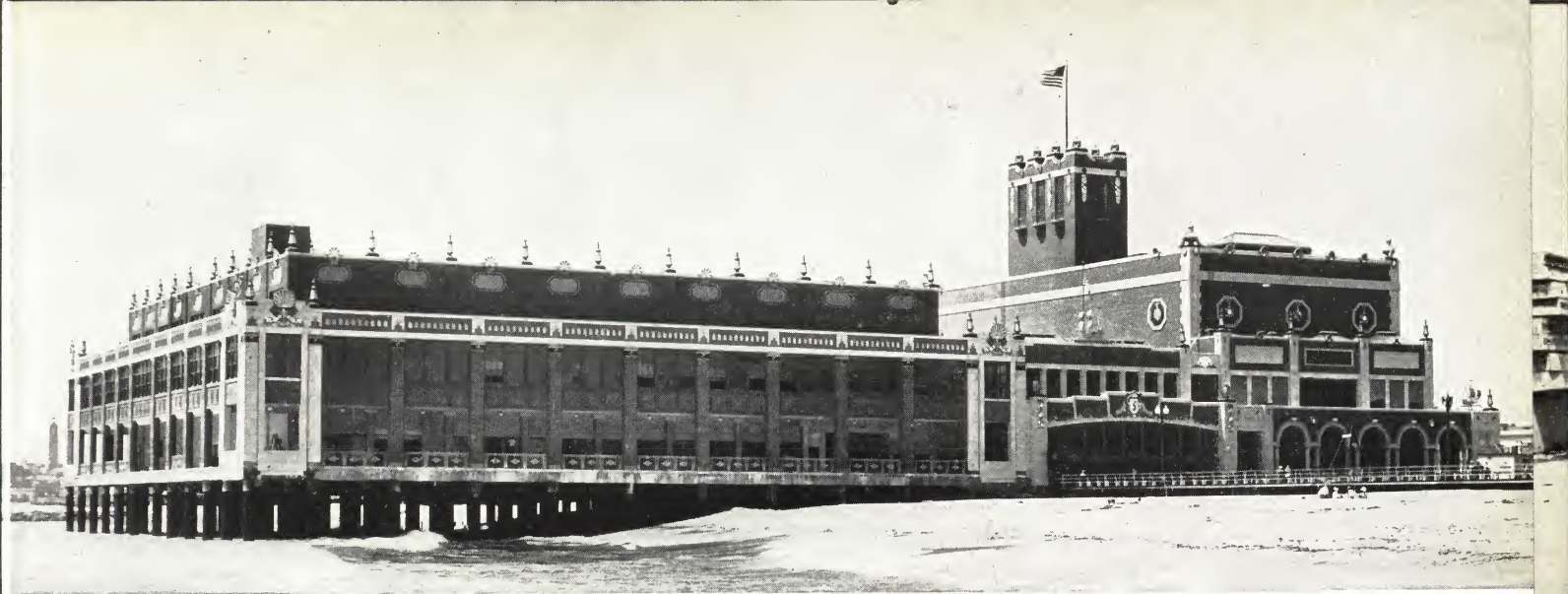
COLOR

COLOR An almost unlimited range of permanent, brilliantly lustrous or matt glazed and unglazed colors are available, fired to 2,250° F or more. They are permanent to the utmost degree, acid resisting, impervious to moisture, and will not fade or discolor.

TEXTURE

POLYCHROME Decorations in relief may be further emphasized by hand application of polychrome in glazed colors or, where absolute flatness is desired, colored decorations in polychrome are economically and artistically applied by the use of stencils.

NOBLE METAL FINISHES Gold, silver, and brilliant red surface finishes are produced by a second firing of the terra cotta at a temperature governed by the melting heat of the metals employed, usually 1,200 to 1,300° F.



Convention Hall — Asbury Park, New Jersey

APPLIED METALS Metals such as aluminum, tin, bronze, lead etc., are fused on the surface of the terra cotta at extreme heat by the oxy-acetylene process. The surface so produced has all the qualities of the metal employed plus the advantage of being fused on a substantial, non-corroding terra cotta base.

TEXTURE It is possible and economical to produce practically any desired surface texture on the plastic clay. Further, glazes applied by the multichrome process, mingling two or three different glaze colors or different shades of the same color, produce an interesting surface color texture.

PERMANENCE Architectural Terra Cotta is the one outstanding, permanent, first grade building facing material,—created at a heat which would destroy most materials, it is fire resisting to the highest possible degree and an occasional washing with soap and water brings it back to its original freshness of color.

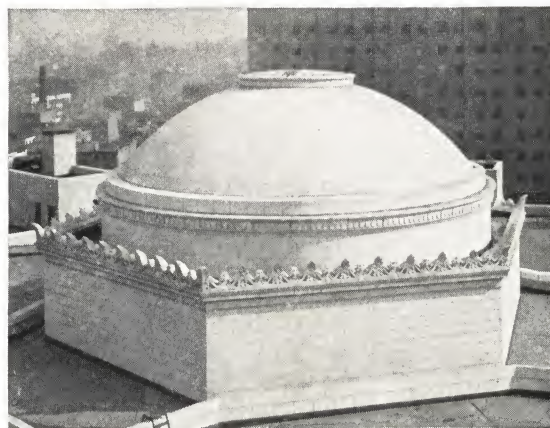
USE Terra Cotta may be used as a facing for the entire facade or for architectural trim,—for new buildings or for modernizations. In new work, terra cotta may be bonded to the brick or applied, in thickness of $1\frac{1}{4}$ " upward, as a permanent veneer over concrete or masonry.

Terra Cotta is used to provide architectural or color interest in conjunction with other facing materials such as granite, stone, glass, brick, or like mediums. Where carving costs, for instance in granite, are found prohibitive, terra cotta, harmonizing closely in color, texture, and carving technique, is often used with great economy.

REMODELLING Due to improved manufacturing processes, it is now possible to economically reface an existing building over brick or concrete with a thin terra cotta slab, from $1\frac{1}{4}$ " thickness upward, providing a permanent, modern facade for an outmoded store or a building which has lost its former rental value.

PRODUCTION While architectural terra cotta is largely produced by hand, certain features, such as large ashlar, are extruded through machines under great pressure. Surfaces of such materials are, where desired, machine planed before firing, providing large, straight ashlar of interesting texture.

SPECIFICATIONS Write for detailed specifications on architectural terra cotta, architectural terra cotta wall ashlar, swimming pools, remodelling construction, seepage bar, planed surfaces, veneer construction or any other data you may require. This will be furnished you promptly, without charge.



Dime Savings Bank, Brooklyn, N. Y.

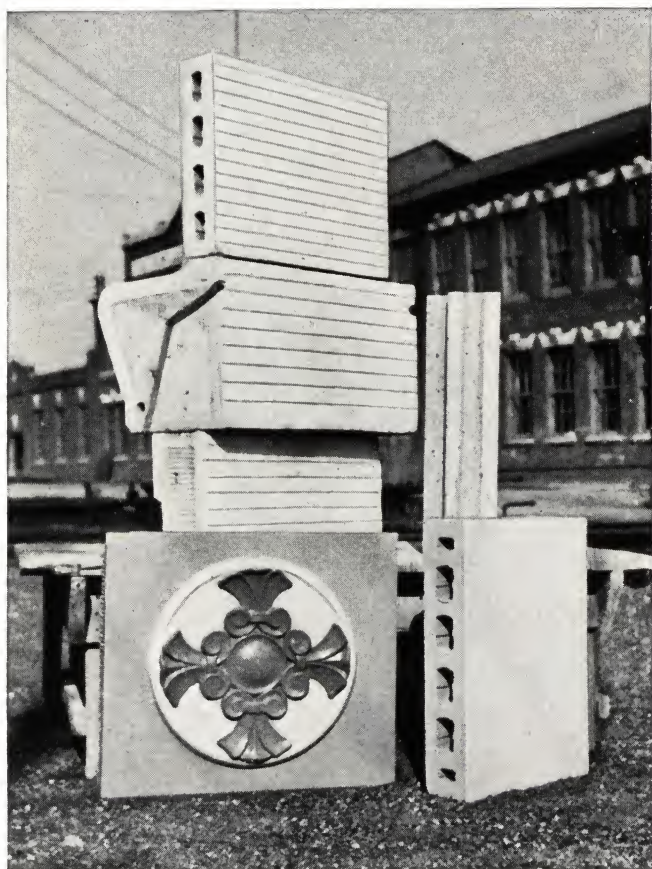


Williamsburg Savings Bank, Brooklyn, N. Y.



United States Post Office, Rahway, New Jersey

LARGE EXTRUDED ARCHITECTURAL TERRA COTTA



Advantages of Solid (Closed) Back
Architectural Terra Cotta

Manufactured in large sizes, it is light and of great strength. Ashlar is face planed, producing a straight surface free from waviness.

Requires no filling with brick work or grout.

Is produced in bond thicknesses from a veneer of $1\frac{1}{4}$ " to 4" bonded material.

May be had in an unlimited range of colors and textures.

Modern Architecture — large, flat surfaces in color — demanded a new manufacturing technique. We have installed large extrusion machines capable of producing new type Architectural Terra Cotta Wall Ashlar of large dimensions. This terra cotta is extruded with solid back (see cut). Due to back and face being of equal thickness, warpage stresses usually set up in drying are practically avoided.

Face is planed true and straight on special machine equipment developed by us for this purpose, producing an interesting, flat, texture-pitted surface.

The sides and ends of each ashlar are accurately ground to the required joint size.

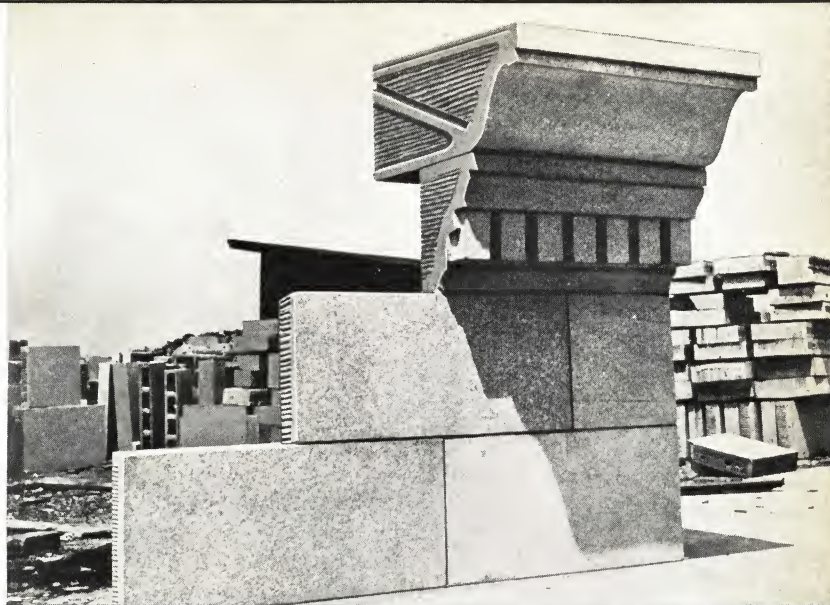
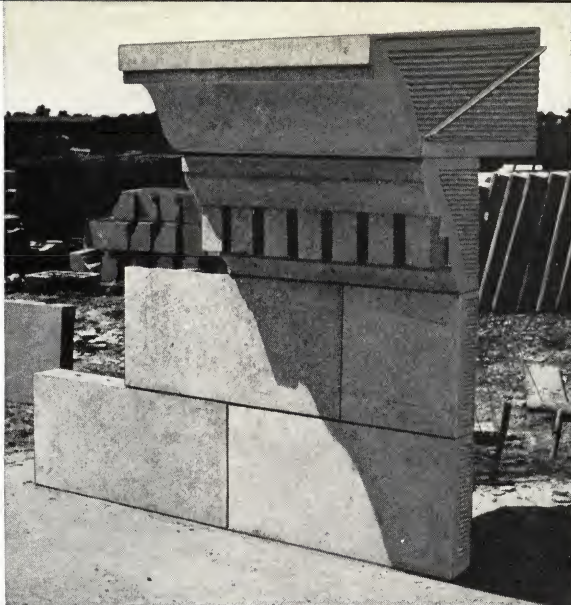
Solid back ashlar does not require brick fill backup,— a very substantial saving in cost and, while it is comparatively light in weight, it is extremely strong.

Solid back terra cotta ashlar may be bonded structurally or used as a veneer. It is produced from 2" thickness upward and in all glazed or unglazed colors.

Write for specifications and data covering large solid back extruded Architectural Terra Cotta and specify all extruded Architectural Terra Cotta shall be as produced by Federal Seaboard Terra Cotta Corporation.



Film Laboratory—Kromocolor Inc., Paramus, New Jersey



Terra Cotta construction, showing seepage bar for water seal joint, flush corrugated joint and tuck-pointing lock

SEEPAGE BAR JOINT CONSTRUCTION

Moisture is the greatest enemy of all construction today. The penetration of water into masonry through joints is common to all masonry materials, leading to discoloration, efflorescence, disintegration, interior damage and endless upkeep expense. In FEDERAL SEABOARD terra cotta logical new construction prevents moisture penetration at joints, the terra cotta surface itself being impermeable.

SEEPAGE BAR JOINT The Federal Seaboard metal Seepage Bar is used for horizontal or nearly horizontal wash surfaces, such as parapet copings, sills, or projecting cornice or belt course members, shown in Figure 1.

Entry of water is prevented by interposing in these horizontal joints a strip or bar of non-corroding metal. An undercut groove is formed in both ends of each piece of terra cotta wherever such protection is deemed desirable. In one groove a projecting piece of non-corroding metal is permanently fixed at the factory. When the terra cotta is being set, the entire end and the matching groove in the adjoining piece are solidly filled with mortar, so that when the two pieces are butted, the seepage bar is firmly fixed in both pieces, spanning and sealing the joint.

SPECIFICATIONS Seepage-Bar for Water Seal Joint. All projecting wash courses, sills, cornices and coping courses, shall be provided with a non-corroding metal seepage bar. Seepage bar shall be firmly fixed at the factory to project from one side of each piece of terra cotta and to engage a matching receiving slot in the adjoining piece. The entire joint surface and the receiving slot shall be solidly filled with mortar when piece is being set to lock seepage bar in place and seal joint against leakage.

Write for specifications and data covering Seepage Bar Joint Construction.

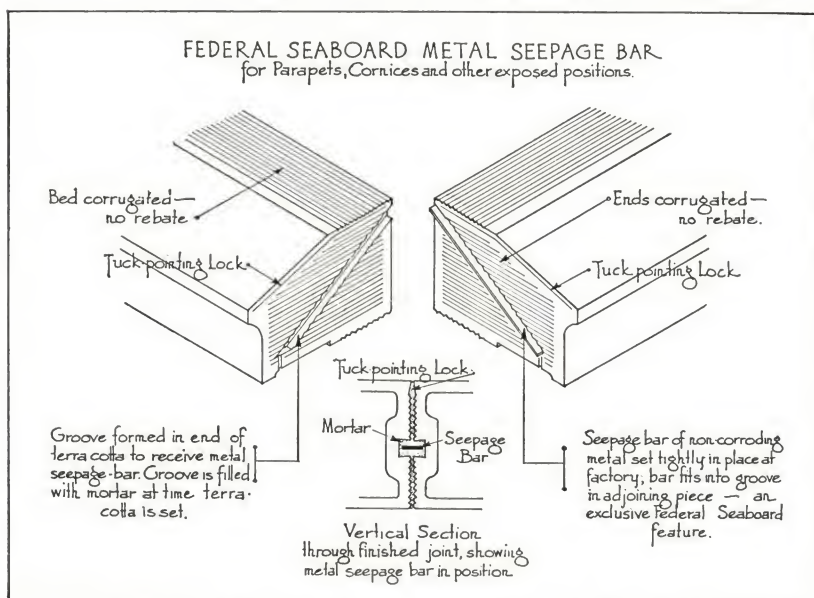
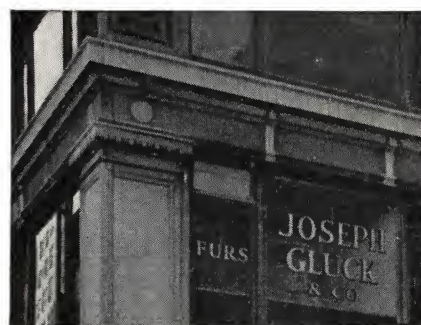


Figure 1 — Federal Seaboard Seepage Bar for Water Seal Joint



Three fine architectural materials defaced by defective joints: in order, above — Granite, Terra Cotta and Limestone.



A. S. Beck Shoe Store, New York City, N. Y.

AMERICA'S GREAT MERCHANDISERS BUILD WITH ARCHITECTURAL TERRA COTTA

Large new Department Stores, small store fronts, gasoline stations, etc., — all of great importance to their owners — designed to attract attention and the resultant business — are built with terra cotta, — truly a versatile, permanent, time-tried material.

Modern, colorful, flat architectural surfaces or the neo-classic style with its low relief, dignified decoration are all executed with equal fidelity in terra cotta, with economy.

We are currently furnishing terra cotta for the buildings of:

S. H. Kress Co.	J. C. Penney Co.
Gulf Refining Co.	J. J. Newberry Co.
J. G. McCrory Co.	S. S. Kresge Co.
A. S. Beck Shoe Corp.	W. T. Grant Co.
F. W. Woolworth Co.	H. L. Green Co., Inc.

Lerner Stores Corp.

and many other merchandising giants, who appreciate not only the sales producing value of a terra cotta facade, but also its extremely low maintenance costs and the fact that terra cotta is easily kept new by simply washing with soap and water.

Write for specifications and data covering Architectural Terra Cotta and specify all Architectural Terra Cotta shall be as produced by Federal Seaboard Terra Cotta Corporation.



Service Station, Auburn, N. Y.

ENDURO ASHLAR ARCHITECTURAL TERRA COTTA

Something new in permanent store front construction is this colorful Enduro-Ashlar Terra Cotta. Extruded under great pressure and produced in slabs $1\frac{1}{4}$ " thick, it can be erected as a veneer or, when set to our specifications (as explained in booklet), ENDURO-ASHLAR becomes a permanent and integral part of the wall. It gives a smooth, glazed, durable wall surface—and is available in almost any shade of any color.

Construction is substantial, simple, and quick. Here are the three steps in remodelling a brick wall: (1) Attach vertical pencil rods by means of expansion hooks, (2) Attach horizontal loose wire anchors to pencil rods for permanent fastening of each piece of Enduro-Ashlar, (3) Grout with mortar or concrete mixture. Enduro-Ashlar thus becomes an integral part of the wall.

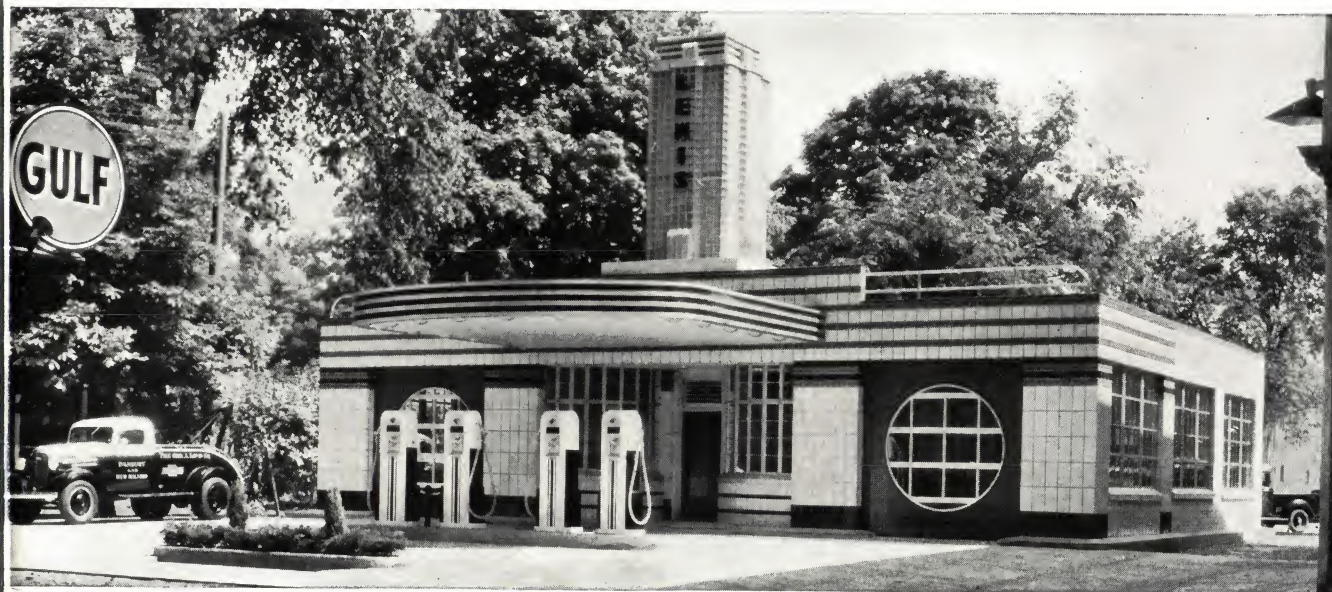
Write for specifications and data covering Enduro-Ashlar for remodelling and specify all Enduro-Ashlar shall be as produced by the Federal Seaboard Terra Cotta Corporation.



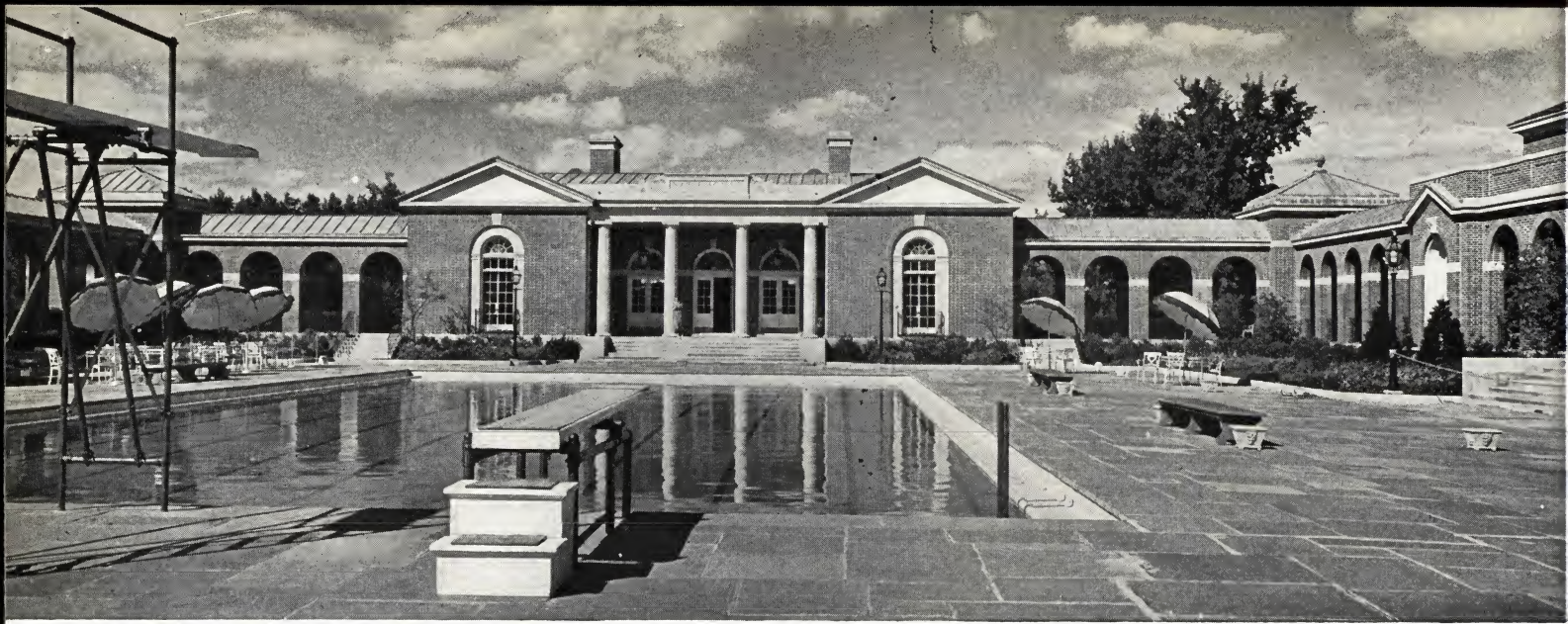
Star Electric Building
Newark,
New Jersey

The entire facade is Federal Seaboard Terra Cotta extruded "ENDURO ASHLAR" jointed vertically in 16" x 22" units.

The ashlar field is a pale blue non-reflecting glaze—the trim around the windows is a darker blue glaze. The inscription is incised 2"—a lustrous purple blue glaze serving as a reflecting medium for the Neon tubes.



Service Station, Danbury, Conn.



Pool, Saratoga Springs, New York

ARCHITECTURAL TERRA COTTA

for Indoor and Outdoor Swimming Pools

For out and indoor swimming pools, terra cotta body quality, glaze, and scale of jointing are of prime importance. Impressive pools in outdoor setting are constantly being built with Federal Seaboard terra cotta using special deep blue, jade, and green glazes and creating a particularly inviting tropical depth value, properly harmonizing with the landscaping.

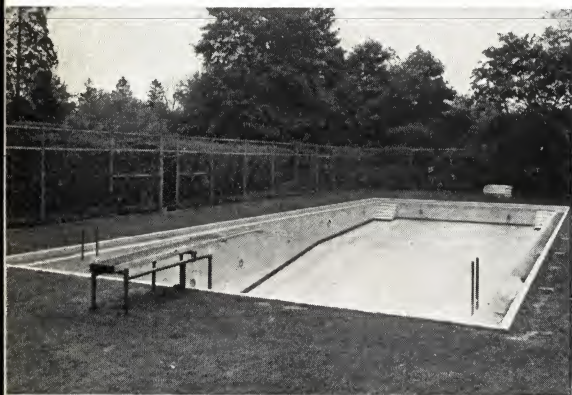
Federal Seaboard glazed terra cotta for swimming or wading pools is specially produced to function properly under prevailing climatic conditions. With its special, scientifically prepared body, fired to a heat of more than 2,250° F., an almost unlimited variety of hard, magnificent glaze colors are produced having maximum efficiency in resisting contamination and **easily kept clean with a minimum of labor and supply costs.**

Swimming lanes, depth and distance numerals, sharply outlined in glazes of strong color, and appropriate polychrome decorations are unlimited, **at reasonable cost.**

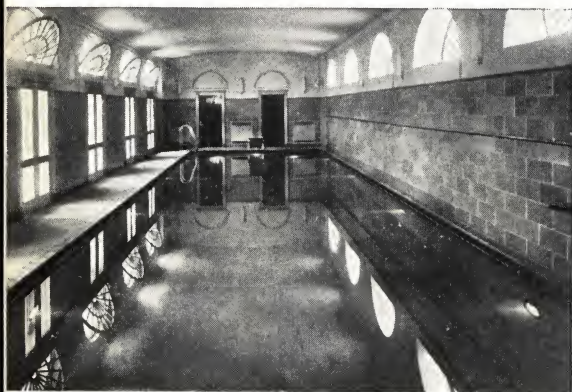
Scum gutters, seat rims, steps and other pool fittings are, when desired, produced in glazes with slip resistant surface.

Terra cotta sand jars, vases, garden seats, etc., also walls for shower and dressing room structures, in Federal Seaboard terra cotta wall ashlar are made to match the glaze colors of the pool.

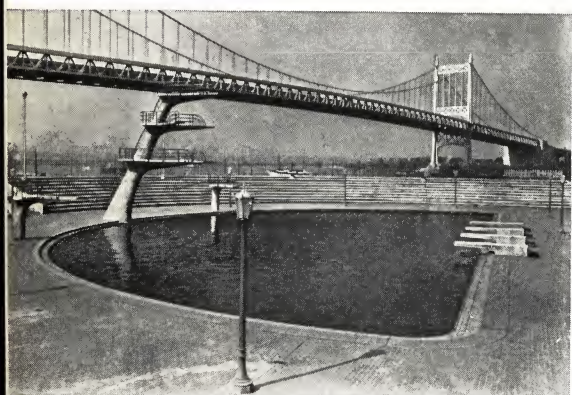
Write for specifications and data covering in and outdoor swimming pools and specify that Architectural Terra Cotta for swimming pools shall be as produced by the Federal Seaboard Terra Cotta Corporation.



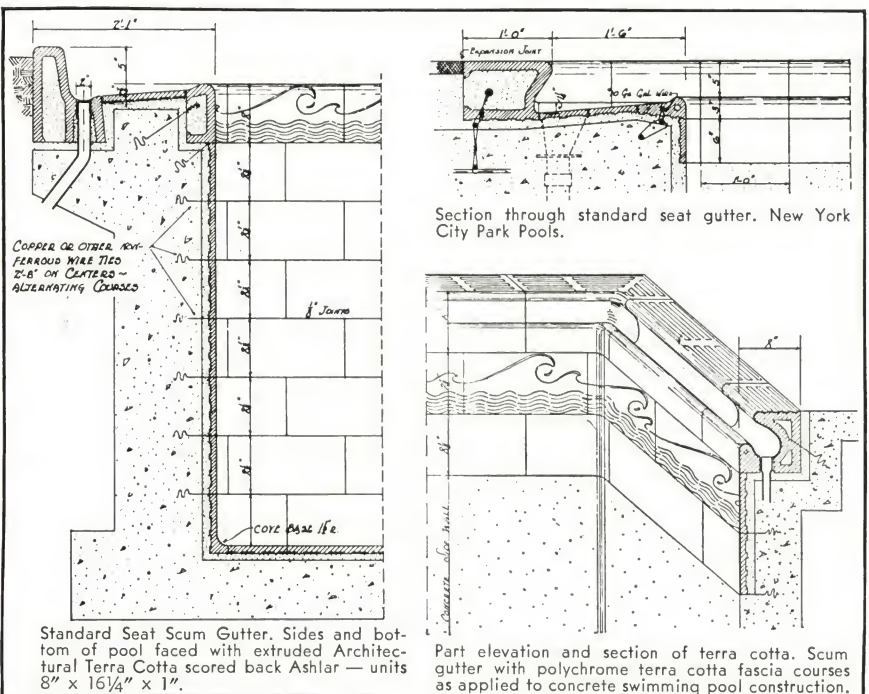
Mrs. Eleanor Patterson's Pool, Port Washington, N. Y.

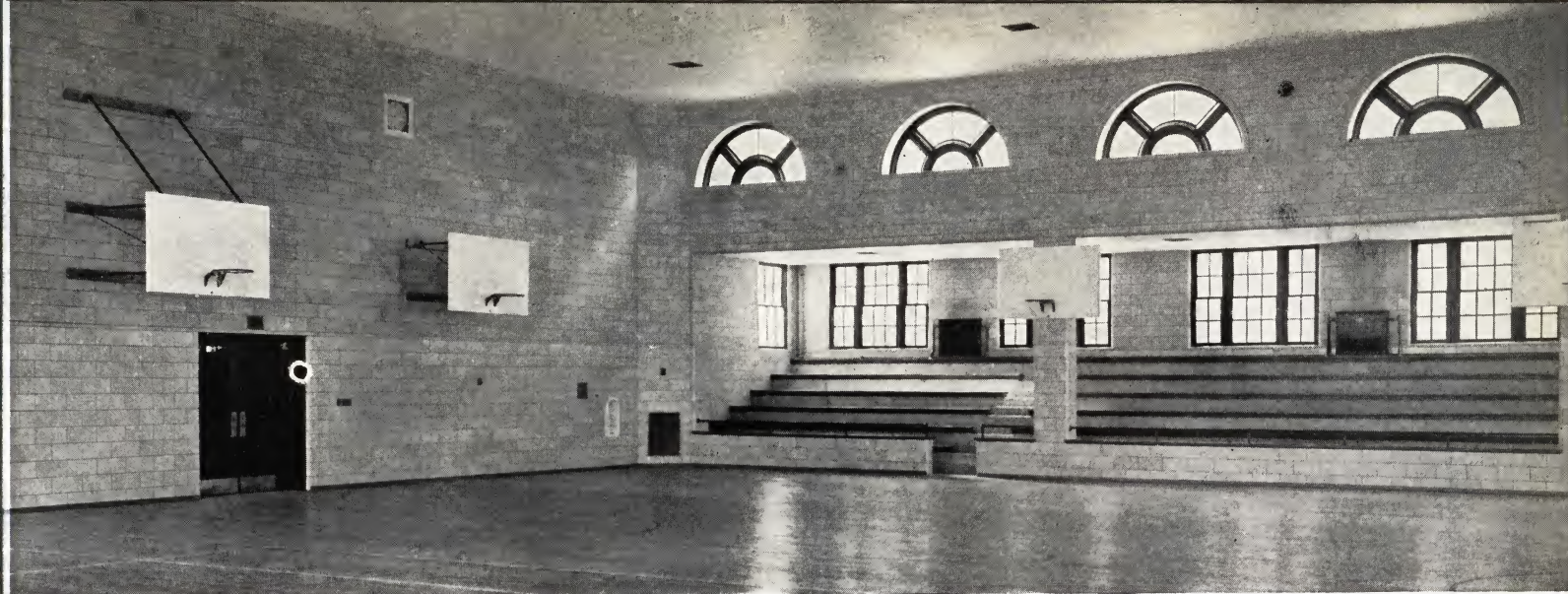


President's Pool, White House, Washington, D. C.



Swimming Pool, Astoria Park, Dept. of Parks, N. Y. C.





Gymnasium, Perth Amboy High School, Perth Amboy, N. J.

ARCHITECTURAL TERRA COTTA WALL ASHLAR

Federal Seaboard Architectural Terra Cotta Wall Ashlar is produced to provide high grade walls, veneer or self-supporting, glazed on both sides, or scored on the back to receive plaster or for the usual bonding with brick or hollow tile.

The universal acceptance of this quality product by architects, engineers, and building owners is shown by their expressions of approval of many completed installations, a typical few of which are depicted in this booklet.

STANDARDS Wall Ashlar is produced mechanically by the vacuum (de-airing) extrusion process. The line of stock models is unusually complete with various designs of bases, mitres, caps, sills, and window trims, etc., so as to produce the proper architectural effect.

COLORS A wide range of beautiful, high-fired, ceramic finishes in multi-chrome and solid glazes is available, and, if desired, our Ceramic Laboratories will produce special effects in glazed colors of rare quality and distinction, which are permanent, impervious, and easily cleaned when desirable.

COST The first cost is the only cost of Federal Seaboard Wall Ashlar, this being a precision product, **ground on sides and ends to exact size and squareness.** Delivered to the scaffold in substantial corrugated containers it is not easily chipped or broken—all **facilitating speed, economy, and accuracy in erection.**

FIRE RESISTANCE The building for which you are responsible may never be swept by flame—but a fire clay product which will resist this terrific test is available to you—Federal Seaboard Terra Cotta Wall Ashlar is produced at a heat of more than 2,250° F. and is fired with your choice of beautifully colored ceramic glazes.

PERMANENCE Time is the ultimate test of quality and worth—Federal Seaboard standard Wall Ashlar never decays or deteriorates, its enduring excellence grows more apparent with the passing of years. To build with less permanence is to invite constant cost of upkeep—FOREVER.

SANITATION The ceramic glazed surface of Federal Seaboard Wall Ashlar wears forever—nothing to decay or absorb odors, is easily washed and cleaned with soap and water.

DIMENSIONS Federal Seaboard Standard Wall Ashlar is automatically and **accurately ground to size**, usually 8" x 1' 4 1/4" or larger, thus providing proper architectural scale, and eliminating the excess of large unsightly joints characteristic of smaller units. Smaller sizes (from 5" upward) unground are produced for construction where larger and somewhat irregular joints are not considered objectionable.

DRAWINGS As we furnish setting drawings for the ashlar installation (submitted to Architect for approval) it is only necessary for the Architect to indicate where the wall ashlar is to be used,—over all dimensions should be figured.

PROPOSALS We furnish lump sum proposals for the terra cotta required based on Architect's scale drawings, sketches, or other information available.

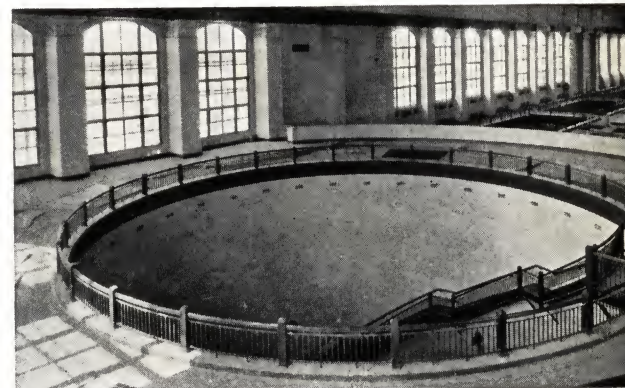
Write for specifications and data covering Architectural Terra Cotta Wall Ashlar and specify that all Architectural Terra Cotta Wall Ashlar shall be as produced by the Federal Seaboard Terra Cotta Corporation.



Albany Avenue School, Freeport, L. I., N. Y.

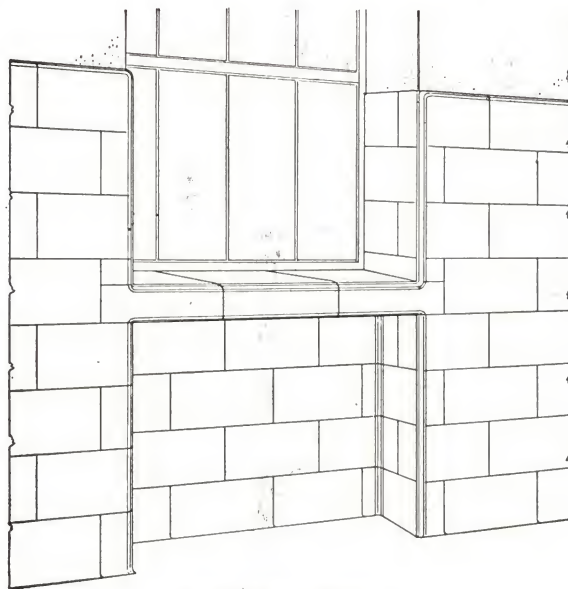


State Hospital, Kings Park, L. I., N. Y.

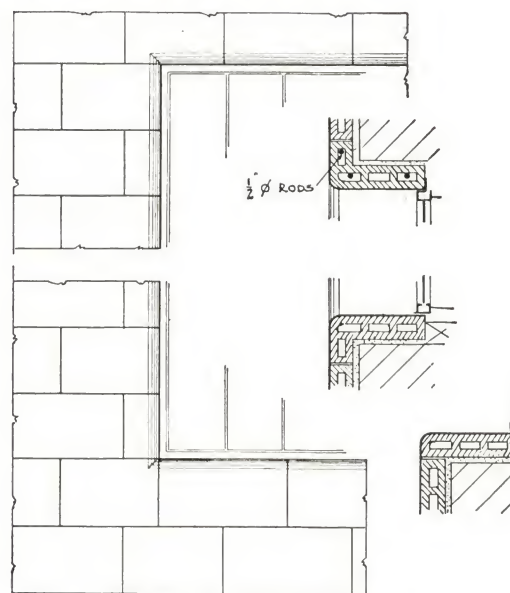


Springwells Pumping Station, Detroit, Mich.

FEDERAL SEABOARD ARCHITECTURAL TERRA COTTA WALL ASHLAR



RADIATOR RECESS
Terra Cotta Jamb and Sill

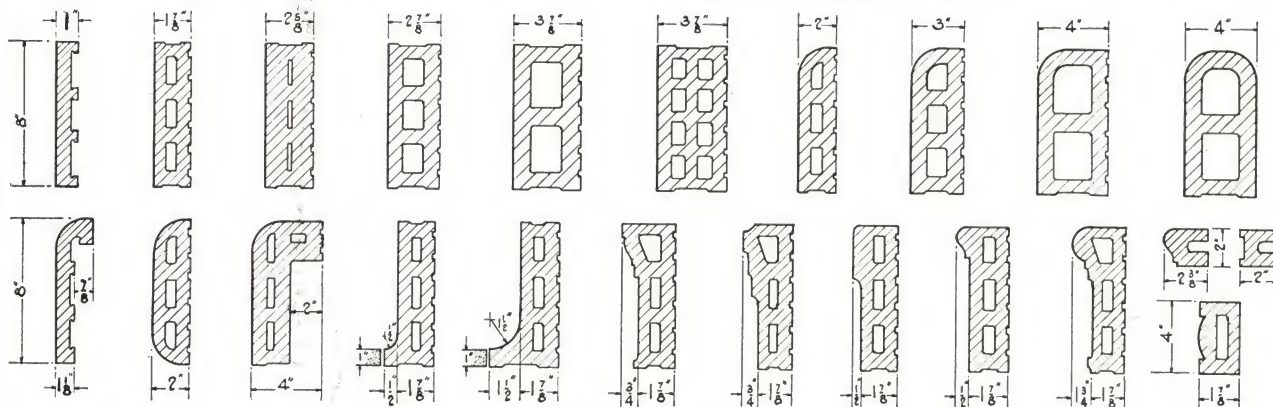


STANDARD WINDOW TRIM
Lintel or alternate sill construction

Extruded Architectural Terra Cotta Wall Ashlar may be had in standard 8" x 16 1/4" size or in square modules, 8" x 8", 12" x 12", 16" x 16", etc. and in veneer thickness or bonded for load carrying walls, as may be required.

Standard Extruded Architectural Terra Cotta Sections.

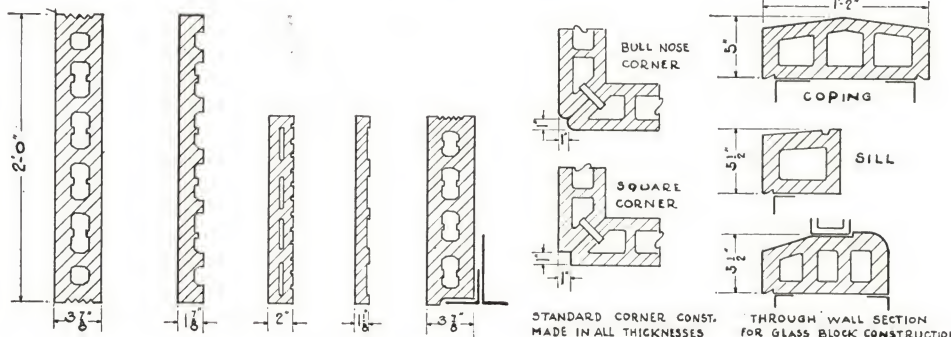
Standard bull nose radii may be 1/2" or 1 1/2". Square corner reveals may be had.



Backs may be smooth or scored for plaster, as desired.

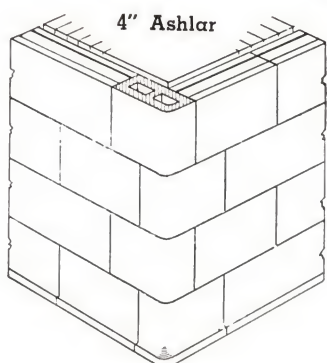
Standard shapes and fittings are made in 1", 1 1/8", 2 7/8" and 3 7/8" thicknesses.

Standard extruded ashlar is made in 1", 1 7/8", 2 7/8", 3 7/8", 4 7/8", 5 7/8" and 8" thicknesses.

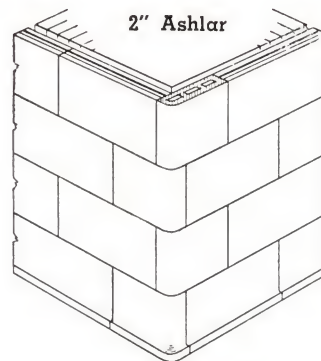


Heavy Extruded Architectural Terra Cotta Wall Ashlar for facing exterior walls is produced in all widths up to 2'0" and in bond thicknesses from 1 1/4" to 4". Thickness of face and back is approximately 1 1/8". Lengths up to approximately 3'4" are standard. Dies for square reveals, coves, bull nose corners and other special shapes are in stock.

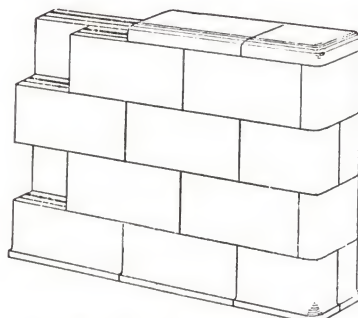
FEDERAL SEABOARD ARCHITECTURAL TERRA COTTA WALL ASHLAR



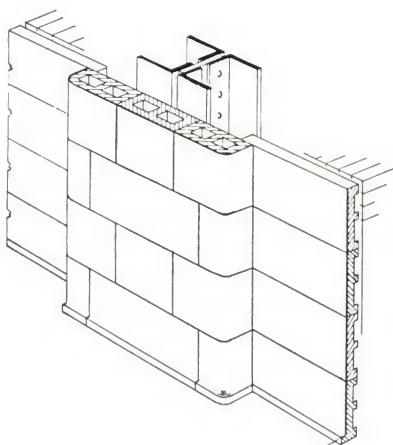
EXTERNAL CORNER
Ashlar Alternating 4" & 8"



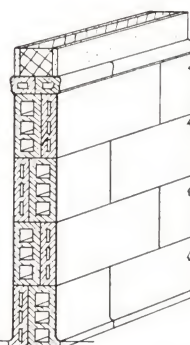
EXTERNAL CORNER
Ashlar Alternating 2" & 8"



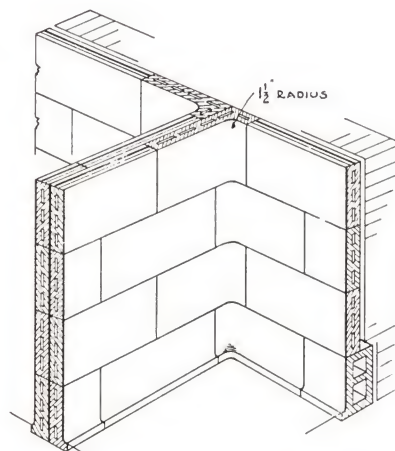
**COPED LOW PARTITION
WALL**



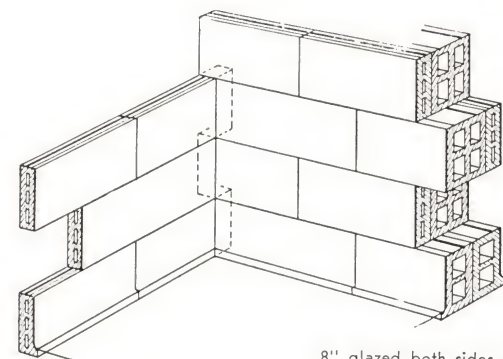
COLUMN FACING
1 1/4" Veneer
Special sections are made
where demanded by
Building Code



5" wall glazed both sides
bonded 2" and 3" units.

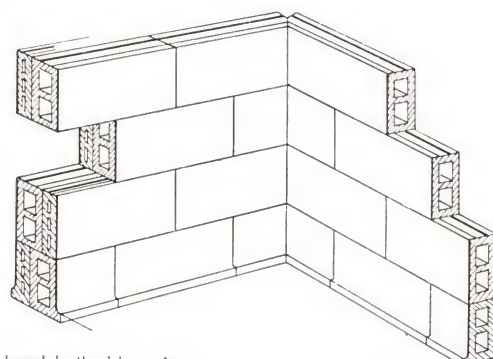


1 1/2" RADIUS
4" glazed both sides
INTERNAL COVE CORNER



2" Ashlar
8" glazed both sides using
2" and 6" units.

**INTERNAL SQUARE CORNER
ALTERNATE BONDED CORNER JOINT**



6" glazed both sides using
2" and 4" units.

4" Ashlar
**INTERNAL SQUARE CORNER
CONTINUOUS MITERED JOINT**

Write for specifications and construction data covering Architectural Terra Cotta Wall Ashlar for interiors and specify all Wall Ashlar shall be as produced by Federal Seaboard Terra Cotta Corporation.



State Hospital, Central Islip, L. I., N. Y.

VARIOUS TYPICAL WALL ASHLAR INSTALLATIONS:

Laboratories at Wilmington and at Various other Cities	E. I. DuPont de Nemours Co., Inc.
High School, Newburgh, N. Y.	Starrett & Van Vleck
Midtown Hudson Tunnel, N. Y.	Port of New York Authority
Statue of Liberty Tunnel, N. Y.	Dept. of Interior, Washington, D. C.
Ruppert's Brewery, New York, N. Y.	Ely J. Kahn
U. S. Post Office, Rahway, N. J. (and many others)	Supervising Architect, U. S. Treasury Dept.
Hospitals, Orangeburg, Brentwood, Central Islip, N. Y., and many others	Dept. of Public Works—Wm. E. Haugaard
Mellon Institute of Industrial Research, Pittsburgh, Pa.	Janssen & Cocken
Pumping Station, City of Cleveland, Ohio	Geo. B. Gascoigne
Filtration Plant, City of Covington, Ky.	Whayne W. Hafler & J. S. Watkins
Western Hill Pumping Station, Cincinnati, Ohio	Jos. G. Steinkamp
Sewage Disposal Plant, Perth Amboy, N. J.	Louis Booz
Incinerators, New York, N. Y.	Frank S. Parker
Various Plants, General Ice Cream Co.	Company's Engineers
Standard Laundry, Jersey City, N. J.	R. G. & W. M. Cory
Sheffield Farms Dairy	Stohldreier & Zetsche
Public Schools, New York, N. Y.	Walter C. Martin
Public Schools, Newark, N. J.	Guilbert & Betelle
Convent & Chapel, Albany, N. Y.	Gander, Gander & Gander
Grit Chambers, New York, N. Y.	Dept. of Sanitation, N. Y.
Women's Detention Prison, New York, N. Y.	Sloan & Robertson
Library of Congress, Washington, D. C.	David Lynn & Assoc.
Vassar College, Poughkeepsie, N. Y.	Allen & Collens
Philips Exeter Academy, Exeter, N. H.	Cram & Ferguson
St. Elizabeth's Veteran Hospital, Washington, D. C.	Vet. Adm. Constr. Service
Westminster Choir School, Princeton, N. J.	Sherley W. Morgan
Springwells Pumping Station, Detroit, Mich.	John C. Thornton

FEDERAL SEABOARD ARCHITECTURAL TERRA COTTA WALL ASHLAR

FEDERAL SEABOARD TERRA COTTA WALL ASHLAR is truly a versatile material. The walls of laboratories such as the Mellon Institute of Industrial Research in Pittsburgh are built with it as is the tremendous expanse of the Springwell Pumping Stations, Detroit. The interior of the Women's Detention Prison in New York City is, for its eleven stories, built with our terra cotta wall ashlar, the other architectural extreme being the magnificent swimming pool room in the Shoreham Hotel in Washington and innumerable diversified installations such as school lobby wainscots, bakeries, dairies, breweries, incinerators, sewage disposal plants, etc.

While in architectural design and color effects these installations are vastly different, the basic quality of the material and the reason for using terra cotta are always the same,—an accurately made quality material, it is permanent, requires no maintenance, it is the extreme in fire resistance.

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